

① a) A placebo

A 200mg

A 500mg

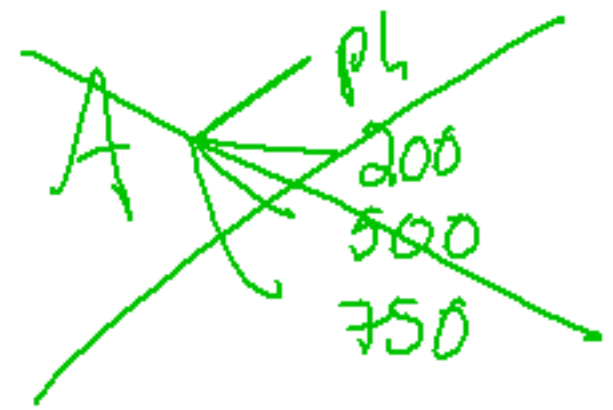
A 750mg

B placebo

B 200mg

B 500mg

B 750mg



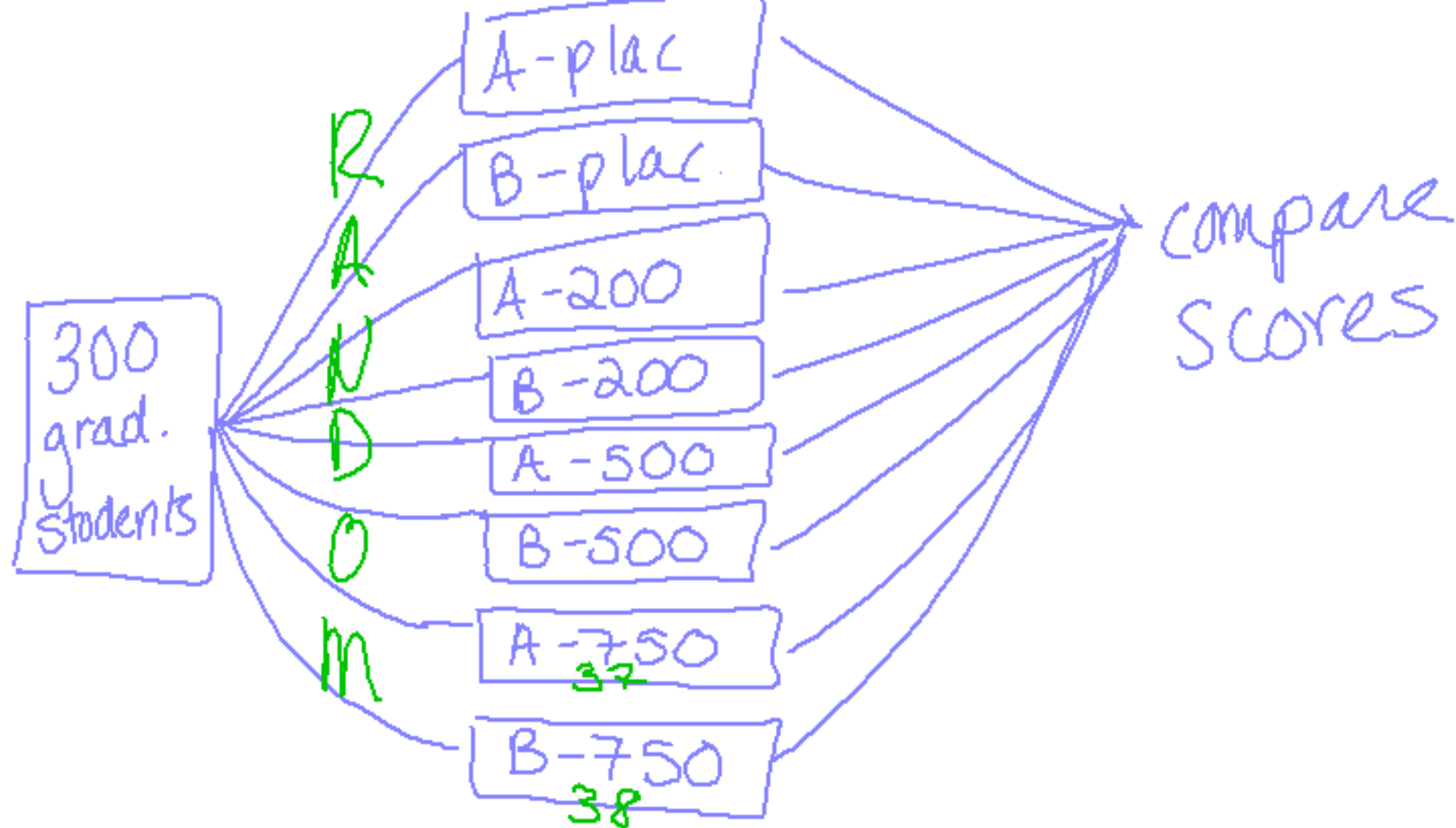
b) drug & amount

c) students scores on perf. task

d) 300 graduate students

subjects

e)



② a) Placebo low
Placebo high
Placebo med.
100mg. low
100mg. med
100mg high

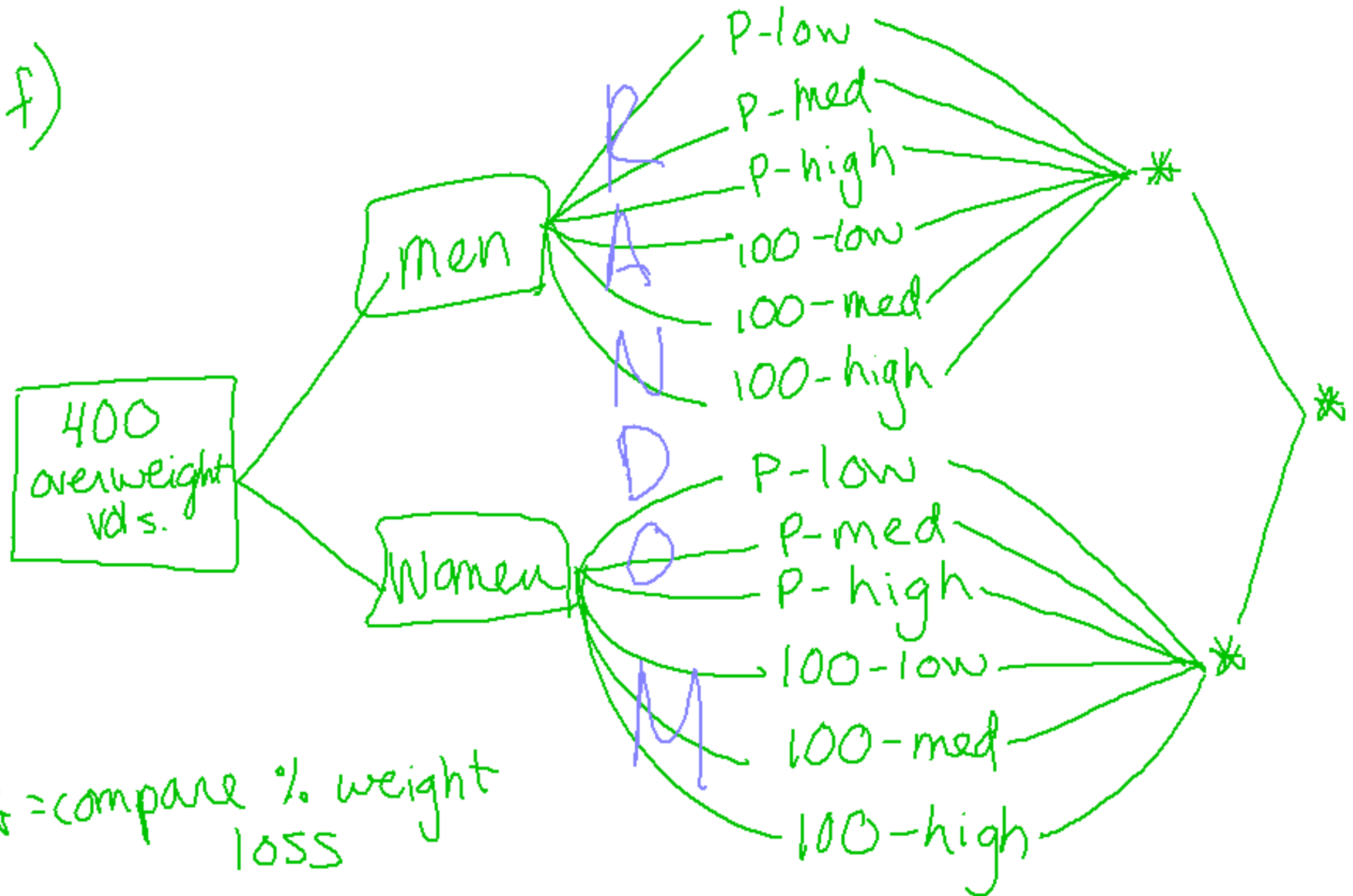
b) exercise program
and diet pill

c) % of weight loss

d) 400 overweight
volunteers

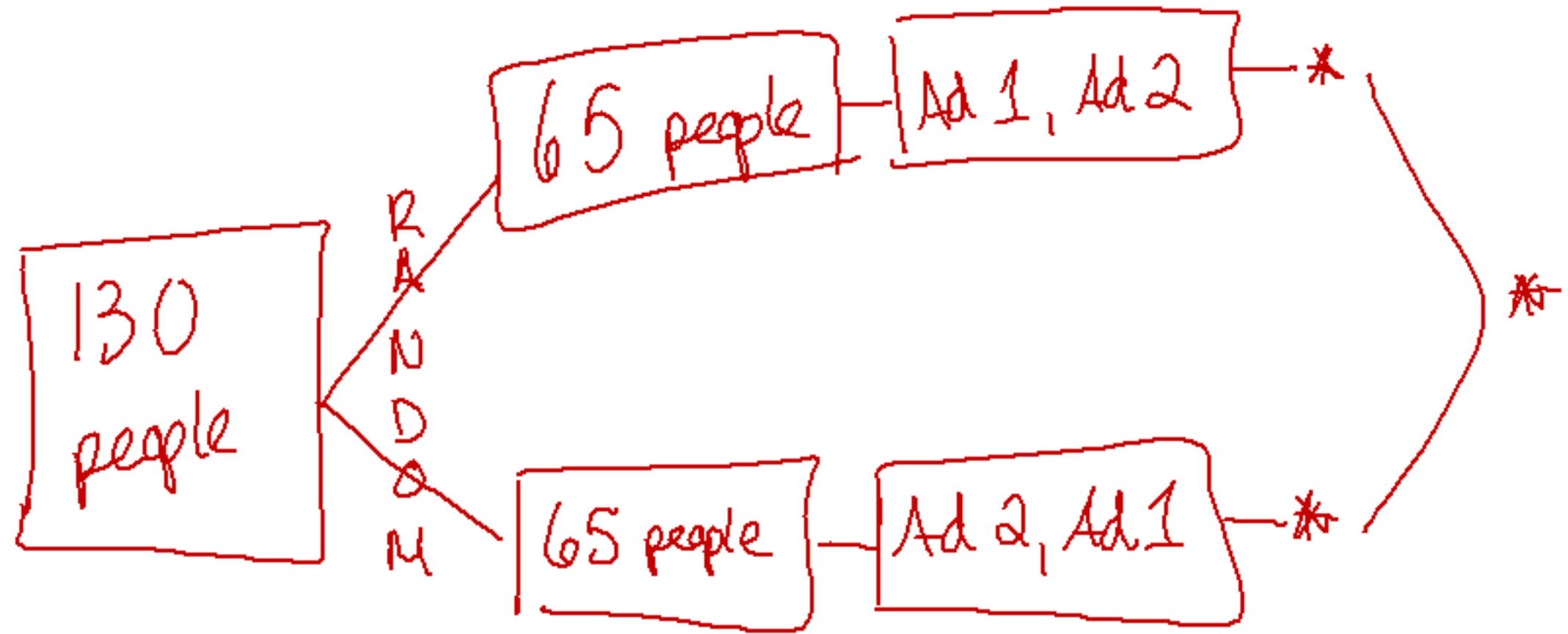
e)

f)

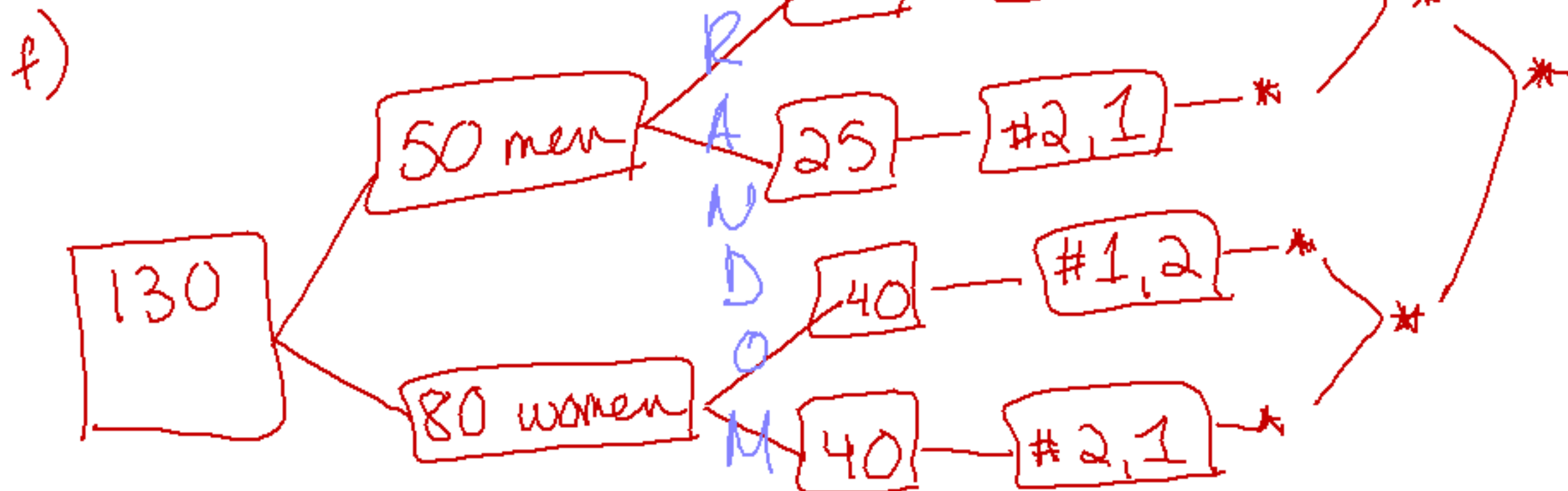


- ③
- a) Ad #1 and Ad #2
 - b) advertisement
 - c) ad preference
 - d) 130 people

c)



* compare ad preference



* compare
ad pref.